



Just shaking out an old greeting that's as good as new. We sincerely hope that the new year brings you all the good things of life.

Rainer & Rainer General Agents

Representing Emergency Aid Fire Insurance Co.
ELBA, ALABAMA



We like the age old custom of extending greetings to friends at this season of the year.
Again we say **HAPPY NEW YEAR!**

Bonneau Jeter Hdwe



Light the candles and hang the holly
'Tis the season to be jolly.
'52 is gone... '53 is here
We wish you all a Happy New Year!

Elba Exchange Bank

MOST Cordial in Birmingham

200 ROOMS

Favorite host of travelers coast to coast. 200 sunlit, air-cooled and air-conditioned rooms. Large, comfortable meeting rooms. Maximum in service—Alabama Style.

—Alabama Style

Featuring the **MOTEL GRILL**

Rates from
single \$3.50
double \$5.50



CONCRETE PRODUCTS FOR BUILDING NEEDS LARGE OR SMALL! WE BUILD IT!

(Lightest Block on the Market for its size)

8 X 8 X 16—Enslite Block.....21c
8 X 8 X 16—Regular Block.....20c
8 X 8 X 16—Corner Block.....21c
4 X 8 X 16 Regular Block.....13c
4 X 12 Drain Tile.....10c

Concrete Burial Vaults.....\$50.00
Colored Concrete Blocks Priced Same as Regular
Septic Tanks—on yard—
Concrete Coping for Cemetery Lots

Come by and see our new block—**SUPERROCK**
15" x 4" foot length, \$6.50 18" x 4" foot length, \$7.50
15" x 4" foot length, \$6.50 18" x 4" foot length, \$7.50
24" x 4" foot length, \$12.50
ANY PIPE ORDER—LARGE OR SMALL

Elba Building & Supply

ELBA



SALUTE TO '53... With a tip of her hat, this pretty singer is ready to welcome in the New Year with a song and a smile.

New Year Open House Introduced by Dutch

The custom of making short calls on New Year's Day was in full swing in the United States around the turn of the century.

Newspapers carried columns of "at home" notices specifying the hours during which visitors would be received. Hosts and hostesses, having duly received, closed their open house to become guests at somebody else's.

"Open House" on New Year's Day was introduced into America by the Dutch who settled in New Amsterdam. Friends were accustomed to dropping in to offer the compliments of the day and refreshments centered around homemade snacks, plus the host's favorite concoction of punch.

The custom grew with the country, finally attaining the newspaper announcement stage, with its eventual table and scurrying from one "open house" to another. It was inevitable that some guests, after a succession of nine or ten punch bowls, sometimes embarrassed their tenth or eleventh hostess, and receptions sometimes were "crashed" by total strangers.

May the very best of everything
come to you and yours during
the coming New Year.

EMERGENCY AID INSURANCE CO.
EMERGENCY AID FIRE INSURANCE CO.
EMERGENCY AID FUNERAL HOMES

Time's Dead Days

We celebrate New Year's on January 1 because 10 days have been lifted boldly from time.

These 10 days disappeared on two occasions. The first time was in 1582 when several countries of Europe swore allegiance to the new calendar created by Pope Gregory VIII which found the world some 10 days behind itself due to errors in time calculations.

In order to make the correction, the people of these countries were asked to sacrifice the days from October 5 to 14, inclusive. It was essential to have October 15 follow October 5 by just one day, and bravely, millions allowed it to be so.

The second occasion and the one which makes the American New Year celebration come at the right time occurred in 1752. It was then that England decided to cease holding out against the Gregorian calendar. England discarded the period from September 3 to September 13.

It was a confusing period. Social calendars were mixed up, babies were 11 days old after only being alive for two days, vacations were cut short. But it finally straightened itself out and today the calendar is on schedule.

"Happy New Year" May Be World's Oldest Greeting

"Happy New Year," said in one way or another, is probably the world's oldest and most universal holiday greeting.

The coming of the new year has been marked and celebrated since prehistoric time. It has not always been January 1, however, and even now many people celebrate some other date as New Year's Day.

January 1, in fact, is an arbitrary date set by the Romans before Julius Caesar established the calendar that is the basis for the date used in most western countries. January 1, in ancient Rome, marked the day that consuls and other officials took office, and until sometimes judged considerably for the political benefit of one official over another.

An error in Caesar's calculation (365 1/4 days), however, allowed January 1 to creep away from original astronomical place, and by 1582 when Pope Gregory XIII instituted the reformed Julian calendar in use today, spring's first day had gained 14 days on the stars.

Practical as it is, the Gregorian calendar gained slow acceptance. The British Empire, including its American colony, did not adopt it until 1752. Young George Washington, who had turned 20 on February 11, 1732, had to wait until February 22, 1733, to attain his majority.



We've tagged this one especially
for you... a year filled with all
the good things of life.

Taylor Warehouse Co.



"There's no place like home" and
we wish for you in the new year
a home filled with peace, comfort
and happiness.

Elba Building & Supply

Elba, Alabama



We'd like to start out right by wishing you
all a happy and prosperous new year filled
to the brim with all the good things of life.
Thanks to you for a wonderful year just past.

Metcalf Tractor Co.

SPEED QUEEN
LINDSEY-THOMASON
Furniture Company

Brady Whitman and
Young have returned from Chi-
cago where they attended the
wedding of Sam's brother,
Frank and Miss Virginia Clough.
Greeting Cards at The Clipper

TAKE A THRIFTY VACATION— STAY AT...

the Lafayette HOTEL

628 St. Charles St., New Orleans 12, La.

You can invest very little... yet enjoy the glamor and fascination New Orleans offers. Spacious airy rooms, complete with all comforts and conveniences, including air conditioning and the best in service. In the Civic Center on Lafayette Square close to all main New Orleans activities.

The Most for your Travel Dollar from \$3.75

New Orleans



"Peace on earth good will to men."
A message of hope to the world that has lived on through the ages to bring comfort to all in times of trouble. In your hour of sorrow, you'll appreciate the peace that is yours when we handle the funeral arrangements for you in a reverent and fitting manner.

Perfect Funeral Service

Emergency Aid Funeral Home

Elba—Phone 444 Brantley—Phone 82

BREWTON ENGINEERING COMPANY

DOTHAM, ALABAMA — 605 East Washington St.

Home of Superrock and Cinder
BLOCKS and BRICKS

Also see our new window sill, coping, stepping stone.
1" & 2" Drain Tile

Dial 4-5130 — A. J. Roy, Supt.

GAS is Modern

PROPANE GAS SYSTEM

- Refrigeration
- Plumbing
- Heating
- Cooking

We are now in a position to furnish bottles, with deposit, for cooking and water heating.

New Brockton Phone 82
PROPANE GAS & APPLIANCE CO.
Chat Mosely, Serviceman—Gibbs McCormick, Prop.

Cooks in JUST 7 MINUTES!

KRAFT dinner

FOUR SERVICES... COOKS IN 7 MINUTES

MACARONI AND CHEESE

Both in the one package
TENDER MACARONI and KRAFT GRATED FOR FINE CHEESE FLAVOR

Social Activities

Mr. J. D. Whitman, Society Editor
Phone 330 or 483

Dr. & Mrs. John R. Croft and little son of Evergreen spent several days last week with his mother, Mrs. W. R. Croft.

Misses Rachel and Mildred Polson of Cullman are visiting their grandparents, Judge & Mrs. J. A. Carnley.

Mr. & Mrs. George Hocutt and daughter of Birmingham spent last week with her parents, Mr. & Mrs. Flournoy Whitman.

Mrs. John Bonneau, Jake, Mrs. Corrine English and Margaret, spent Thursday with Mrs. Laver Curren in Greenville.

Messers, J. D. Whitman, Sam Sawyer, Claude Dorsey and James Wise left Tuesday for Miami where they will attend the Rose Bowl game New Year's day.

Philip Sellers of Tampa, Fla. is spending this week with his aunt, Mrs. Al Sewell and Mr. Sewell.

Rev. & Mrs. Gene Fuller of Kankakee, Ill. are visiting his parents this week.

Chief Hospitalman Frank Clark of Norfolk, Va. is spending some time with his family after a trip to Cuba.

Mr. & Mrs. Dana Perdue spent several days last week in Madison, Ga. with their son, W. K. Perdue and Mrs. Perdue.

Mr. & Mrs. Aubrey Jacobs of Biloxi, Miss. spent the holidays with her parents, Mr. & Mrs. Herbert Whitley.

Ben Conner of Luverne spent the weekend with his family.

Mr. & Mrs. Henry Clark and family of Birmingham visited his mother, Mrs. H. J. Clark last week.

Marion Brunson returned to Camp Gordon Sunday after visit with his parents, Mr. & Mrs. Fox Brunson.

Miss Louise Danford, student nurse at Southern Baptist Hospital, New Orleans spent last week with her mother, Mrs. Geo. Danford. She had as her guest, Miss Pam Simms of New Orleans.

Rev. & Mrs. Murray L. Sear and children spent last Thursday in Dothan with relatives.

Mr. & Mrs. Baxter Bryan spent the Christmas holidays with Dr. & Mrs. Bobby Bryan and Mr. & Mrs. Thomas Bryan of Tuscaloosa.

Mr. & Mrs. Ollie D. Kennedy and little son of Gunterville and Mr. & Mrs. Wayne Parker of Mobile spent last week with their parents, Mr. & Mrs. J. W. Parker.

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Fashions have undergone a big change when the men start wearing cotton sailcloth! The true hero, Wellington Sears Topsail's functional wearability and casual air create a suit for a man to live in, day and evening in the city or in the country. It's big news for the family budget, too, as it can be pressed, even washed at home!

James Rex Poole of Dothan, Ariz. spent last week with his parents, Mr. & Mrs. Jimmie Lee Poole.

Jimmie Scott of Ft. Jackson, S. C. spent the holidays with his parents, Mr. & Mrs. Zeb Scott.

Mr. & Mrs. Billie Ochs and children spent several days last week in Birmingham with his parent, Mr. & Mrs. Rex Ochs.

Mr. & Mrs. Neal Hu to and Neal Jr. spent last Wednesday with relative in Montgomery.

Miss Midge Page of Dothan spent last week with her sisters, Mrs. James English and Mrs. Mangum Buchanan.

Mr. & Mrs. Harold Hudson spent the Christmas holidays with relatives in Winter Garden, Fla.

Mr. & Mrs. Ben Frank Conner and Rayon spent last week with their parents, Mr. & Mrs. P. G. Miles and Mrs. Ben Conner.

Greeting Cards at The Clipper

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Mr.



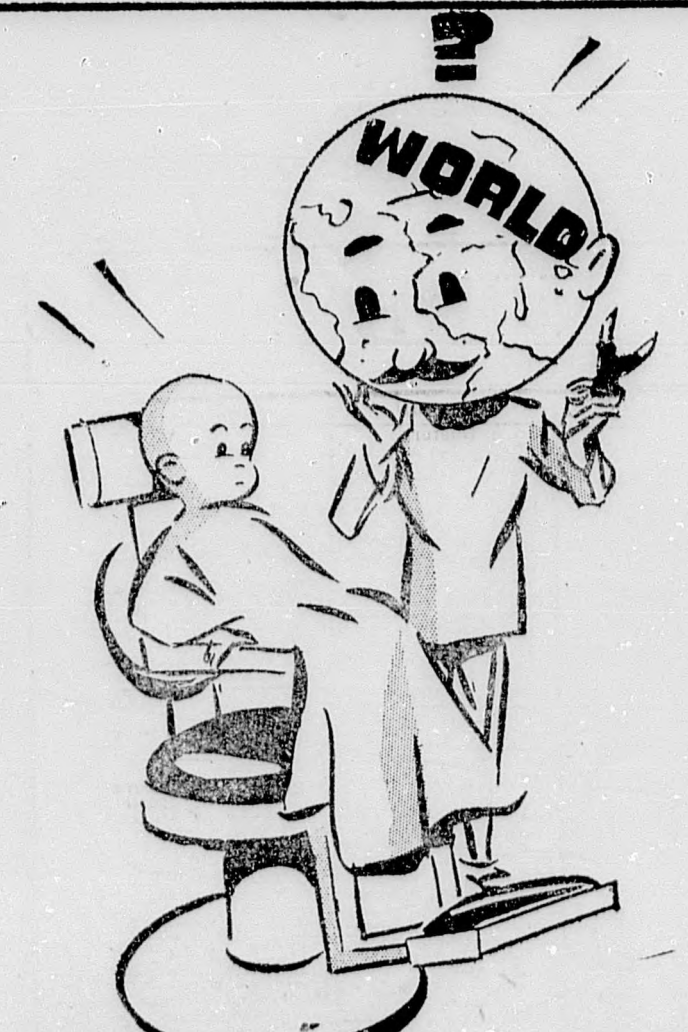
Old father '52 did a pretty good job, but we think that young '53 looks like a winner. Hope he does alright for you!

Cecil Drive In



As we hail the New Year, it gives us pleasure to send greetings to our friends.

Cannon Motors



NOTHING TO DO HERE BUT WISH YOU A HAPPY NEW YEAR /....

EMERGENCY AID INSURANCE CO.
EMERGENCY AID FIRE INSURANCE CO.
EMERGENCY AID FUNERAL HOMES

"Auld Lang Syne" Is Integral Part Of New Year's Fete

"Auld Lang Syne" has become such an integral part of our modern New Year's eve that no celebration, however gay, would be complete without it.

The music sheets for these nostalgic strains simply say "Robert Burns—Scotch Air," and Robert Burns generally is supposed to have written it after he had settled down on a farm and taken himself a wife, following the sweeping success in 1776 of the second edition of his "Poems." Well and good, but Auld Lang Syne was not exclusively a Burns' product, nor did he claim it to be.

In a letter to George Thomson, a publisher, Burns explained:

"It is an old song of often times, which has never been in print."



took it down from an old man's singing."

Modern scholarship has discovered that Burns was wrong when he told Thomson "Auld Lang Syne" never had been in print. Its refrain, at least, was printed obscurely long before Burns heard his "old man singing."

Further, the original song often has been credited to Sir Robert Ayton (1570-1638). Ayton was one of the earliest Scots to use the lowland dialect as a literary medium. Multitudes of Americans descended from non-British stock are perpetually mystified by this dialect, nor does it seem to make much sense in the standard English translation.

Regardless of its original author and origin, it was Burns who gave "Auld Lang Syne" its immortality.

New Year's Gifts Were Once Sacred

The Druids distributed branches of the sacred mistletoe, cut with peculiar ceremonies, as new year's gifts to the people and the Saxons observed the day with gifts and feasts.

The Roman custom of making gifts to the emperor was introduced into England as early as the time of Henry III and Queen Elizabeth is supposed to have supplied herself with her jewels and wardrobe almost entirely from these gifts.

As late as 1892 the English nobility were accustomed every year to send to the King a purse with gold in it.

Under the Tudors and the Stuarts it was the habit of all classes to give presents to friends with the wish that the New Year might be happy.

Ladies received presents of gloves or pins, which were then expensive. Sometimes the gifts were compounded in money and from this practice we have the term "pin money."

Resolutions 'Silly' Psychiatrists Say

According to a number of psychiatrists, New Year's resolutions are just a bit silly. They believe that a person who makes resolutions is something of an exhibitionist in addition to being quite childish.

One psychiatrist said he didn't think resolutions the best method of curbing little differences and correcting mistakes. "The best method is giving some thought to what causes our troubles and trying to correct them rationally."



OUT, BRIEF CANDLE... Primitive man who discovered fire couldn't look at it more awe-stricken than this little lot as she watches the last bonfire of 1952 flicker away and waits to greet the New Year.



SECURITY FOR '53... The new year chews upon his social security card and ponders upon what his future will hold for the next 365 days. Anyway, he knows he will be ready to retire next December 31, and he plans to draw his old age pension and let another year do all the work after that.



Legends concerning New Year's are as numerous as there are countries in the world. Many of them are similar in many details. One of the most beautiful is an ancient Swiss legend.

It is believed, according to this legend, that the Holy Family is abroad during the hour of midnight mass on Christmas Eve.

Therefore, a bowl of fresh milk is placed upon the dining table and each member of the household carefully licks his spoon upon the table cloth.

Then, upon returning from church, the person who finds his spoon has been moved may anticipate special blessings during the coming year; for surely Mary and Joseph have rested within the abode during their flight into Egypt and the Virgin used that spoon to feed the infant Jesus.

OLD SUPERSTITIONS Still Abound in Modern World

Many superstitions surrounding New Year's Day still abound in the modern world, the old practices finding many adherents. In many parts of New England it is considered unlucky for anyone to go out of the house on New Year's Day until someone has entered.

To bring good luck and prosperity through the new year, Texans and residents of other southwestern states make a point of including black-eyed peas on the New Year's day menu.

People in many parts of the world believe that a full salt shaker on New Year's Day is the symbol of a year of plenty and good fortune. The superstition, it is believed, can be traced to the days when salt was a precious item in the household.

Another superstition prevailing in England, particularly in the Lancashire area, is that it is an ill omen for a person to share a lighted match with another on New Year's morning.

Frequently in Scotland funeral services for the old year are held during the waning hours of New Year's Eve.

Residents of the Isle of Man believe a dark complexioned person entering the house on New Year's morning will bring good luck while a blonde visitor is the bearer of misfortune.

Born... January 1



PAUL REVERE 1735 **BETSY ROSS 1752** **"MAD" ANTHONY 1745**



**January Is Namesake
Of Janus, Roman God**

The Gregorian month of January is the namesake of Janus, the two-headed Roman god credited with ability to look backward and forward at the same time.

This idea is not exclusively characteristic of any creed or age. Chinese children traditionally dispatch the Kitchen God to heaven, while shimmering pots promise New Year prospects.

Japanese boys can tell each other to "go, fly a kite" on New Year's morning without being guilty of the slightest impropriety because New Year's time is kite flying time in Japan.

Feudal Japan encouraged kite flying and, in those days, kite rights were considered part of the sport. Sharp pieces of metal were attached along the kite's tail.



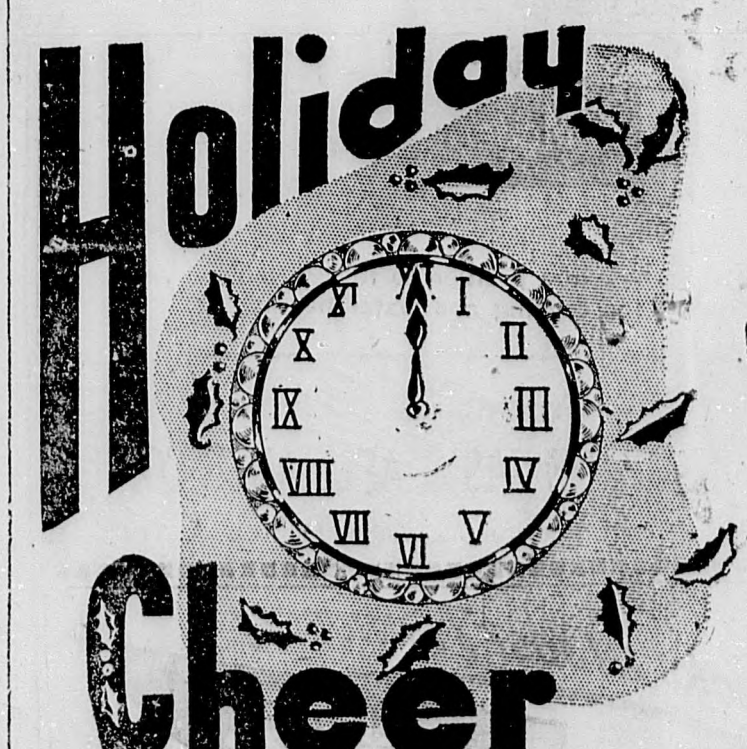
Yes, that time of year has rolled around again when we are privileged to extend greetings and best wishes to our friends and customers.

Smith Bros.



In real sincerity we extend every good wish for the New Year.

C. O. Miller & Sons



As time runs out on the old year and the New Year approaches, it's our opportunity once again to wish all our customers and friends a very happy and fruitful New Year.

American Legion



We want to get into the swing of things and wish you a Happy Year. May you find health, happiness and prosperity.

Western Auto Associate Store

Foy W. English, Owner



Here's a sincere wish that's just as good as it was "way back when..." It's Happy New Year to you!

Paul's Cafe



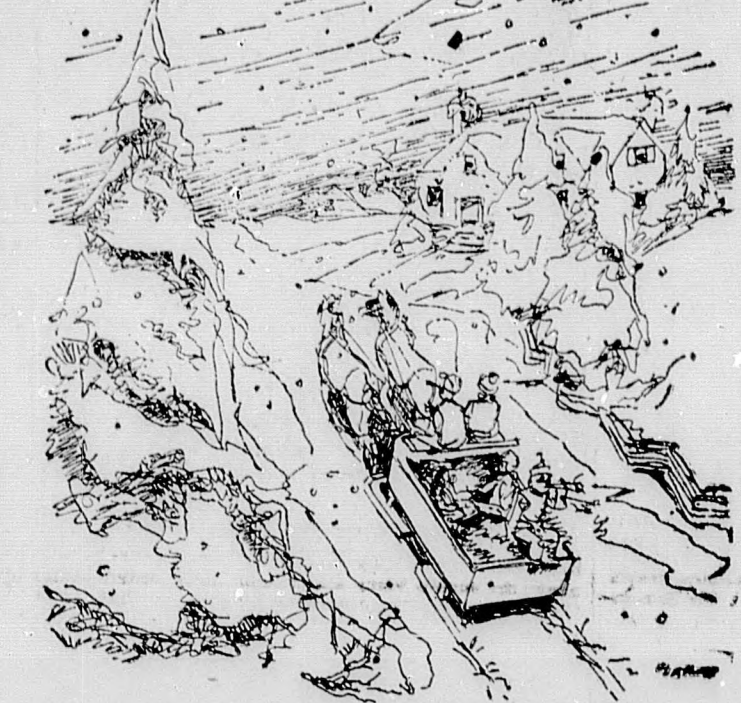
We just dropped in to wish all of our friends and customers a prosperous and Happy New Year filled to overflowing with all the good things of life.

Dorsey Bros. Chev. Inc.



When all the celebrating is over we'll settle down to making this the biggest and best year of all... 1953

Elba Mercantile Co.



Remember the rides in the old fashioned sled With hot bricks and blankets on a soft snowy bed. The gay singing voices and bright jingling bells On the still night air their glad message tells.

HAPPY NEW YEAR

City Electric & Plumbing



Time marches on down the road of life and the new year begins where the old one left off. Let's progress in 1953 toward a lasting peace and prosperity for all.

March on America

Whitman's Drug Co.

"Your Walgreen Agency"

SOIL CONSERVATION NEWS

By C. H. Harper
Soil Conservationist

The new year is here. Let us plan to do some of the things on your farm this year that you have been wanting to do for sometime. The best job can always be done by good planning and an early start.

Study your Conservation plan and try to complete the planned practices this year. These plans are made to conserve the soil and soil fertility and to give you the maximum returns for your time and money over a long period of years. These planned farms, where the conservation practices are carried out and maintained, will give the farmers of Coffee County an increased return from their farm.

Coffee County farmers in 1952 who completed all the planned practices in their programs are: Dana Perdue, L. A. Farris, Fulton Spurlin, J. G. Clark, Charles Mallory, Dick Sexton, Roy Barlow, I. B. Smith, Hubert Barnes and J. L. Mathews.

Changing to Conservation farming does not require your whole farming system to be put upside down. In fact, it should be part of your regular program. You can make the changes gradually—step-by-step—until the job is done.

Saving your soil and building its productivity to a high level is good business. Start now toward this program of full returns from every acre.

—37 Years Ago—

An occasion of much interest and great enjoyment was the party given Wednesday afternoon by Mrs. George F. Edwards at the home of Mrs. W. H. Coston. Guests included the members of the Young Matrons Club and their guests: Mesdames John H. Armour, J. F. Boyd, D. J. Brooks, W. C. Brantwell, S. H. Brock, E. F. Blocker, A. Z. Bryan, James Bowers, Gardiner, F. L. Dugas, O. A. Ellis, C. P. Hayes, N. L. Ham, Lawrence Ham, J. W. Kendrick, Jordan Lindsey, Willie Michel, L. C. Powell, Dan Prescott, J. O. Rowe, J. D. Smith, W. J. Steele, Gap Wise, O. Vaughn, H. A. Waters, Will White, F. H. Cook, J. B. Amos, J. D. Lee, W. W. Sanders, Ed Nichols, J. Pierson, F. Boyd, A. Chapman, F. A. Symonds, Y. W. Rainer, F. P. Rainer, R. J. H. Simmons, M. Milford, George Collier, Louis Jeter, Leslie Smart, J. D. Wood, Bertie Patrick of Griffin, Ga., and Misses Zelle Rowe, Annie Mayes and Sue Rainer.

—37 Years Ago—

The Andalusian Bar says: "Morgan F. Simmons, of Andalusia, one of South Alabama's promising young lawyers, has decided to locate in Elba. He will leave for his new home on Jan. 1. Coffee County folks will find their new citizen and attorney clean and clever. He belongs in an old and prominent family. His father, W. F. Simmons, is president of the Andalusia First National Bank."

ARRESTED

R. R. Borders reports that the "old salt" is a convict, Charles Ellis who was killed while working in an industrial plant in Marion, Iowa, during the war. The man arrested confessed to the slaying of Ellis and three others. Ellis' slayer stabbed him in the back, mistaking him for another party. Ellis formerly lived in Montgomery.

First Carol

"Jennie Andalusia" was America's first Christmas carol. It was written about 1619 in the Hudson Indian tongue.

Labor Force Required

With a labor force of 431,000 men, the nation's bituminous mines produced 272 million tons of coal in 1952.

Sawdust Useful

Sawdust and other wood wastes are useful for mulching or soil improvement with the addition of nitrogen.

Milk Production

The total milk production in the United States has increased from 20,841,000,000 quarts in 1929 to 56,972,000,000 quarts in 1952.

New Disease

Watch for watery blisters on the snout, lips, gums, tongue or feet of your pigs as signs of the new disease, exanthema.

Dark Gingerbread

Light colored molasses can be darkened to make dark gingerbread by adding a teaspoon of melted chocolate for each cup of molasses.

More Legumes

A University of Illinois agronomist says more general use of legumes in rotation will help to solve the scarcity of commercial nitrogen materials.



It's a bright new day for 1953... time for a new start. We hope that every minute of every hour of the new year will be packed full of happiness for you.

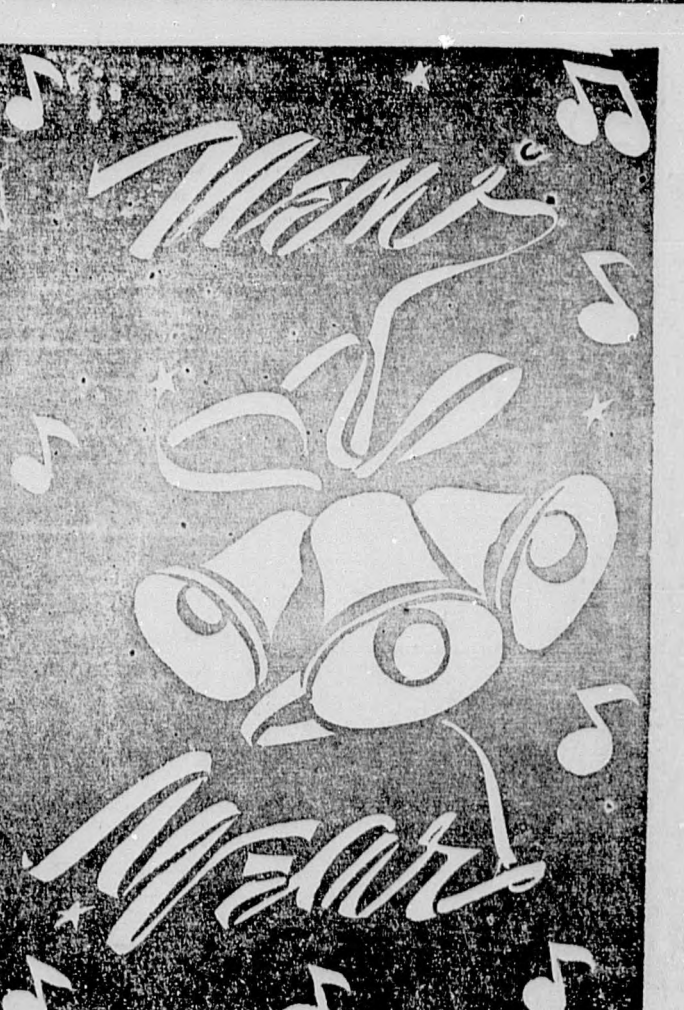
JEWEL BOX

ELBA, ALABAMA



Thanks to you, our wonderful friends and customers, 1952 was a successful year. Our sincere hope is that we can serve you even better in 1953.

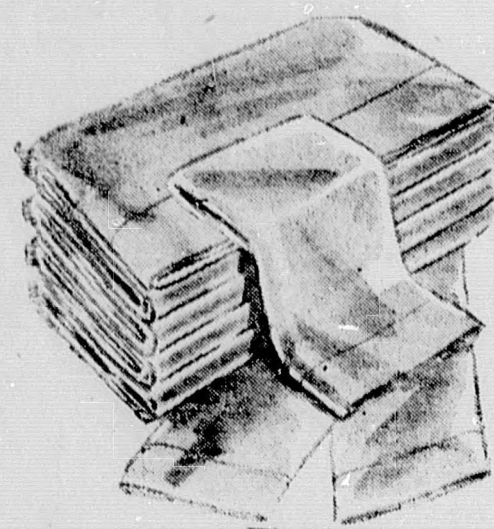
Veterans Auto Parts



Ring in the New. Ring out the Old. Ring in true happiness For our friends, young and old.

Dorsey Trailers

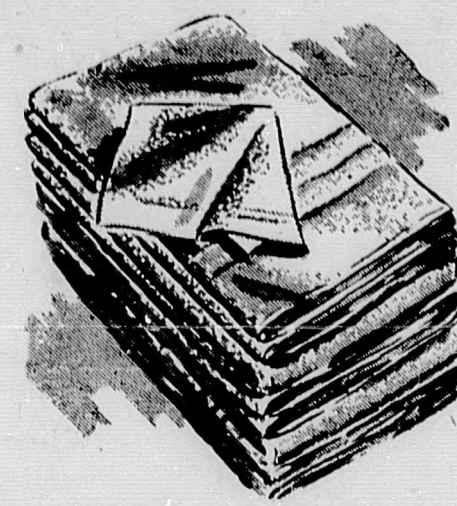
JANUARY white SALE



Famous Cannon
Sheets
Reg. 2.49 type 130
Snow White
Sheets
81 X 99 Size
\$1.99

PILLOW CASES
Reg. 59c Cannon
Type
Muslin
PILLOW CASES
42c ea.

Terry Turkish
Towels
20 X 40 Size
2 for
\$1.00



Reg. 89c Cannon
42 X 36
Colored
Pillow Cases
58c ea.

Reg. 3.49 Cannon
81 X 99
Colored
Sheets
\$2.67

Hope Muslin
Bleached
White
29c

Cotton Sheet Blankets
60 X 72
Size
1.00

Large Size
Thirsty
Terry Cloth
Bath Cloths
7c ea.

CANNON
Striped
DISH TOWELS
12 for
\$1.00

Gigantic SALE of DRESSES

250 NEW FALL DRESSES SLASHED
Reduced Into 3 BIG GROUPS
4.88 6.88 8.88

Savings 1-3 to 1-2 Off

★ Exciting Styles

★ Grand Fashions

- ★ Rayon
- ★ Jersey
- ★ Wools
- ★ Nylons

- ★ Corduroys
- ★ Smart Design
- ★ Full Skirt

All New Fall —

Suits Reduced

1/3 OFF

Only 16 Left, So Hurry

FEDERATED

Elba, Alabama

No Exchanges, No Refunds —
Broken Sizes—So Hurry

Sorry —
No Exchanges, No Refunds —

Kinston News

Mr. & Mrs. J. A. Foster returned home Monday from Washington, D.C. where they visited Mr. & Mrs. F. M. Childers. They left S. L. Russell to spend a longer visit.

Members of the W. J. Donaldson family met at the home of a son and brother, Malcolm (Pete) to spend Christmas Day. Miss Sue Donaldson came home with her father to stay until Monday when he returned home with them to spend several days.

Mr. & Mrs. J. L. Crawley spent Christmas Day in Goshen with her mother, Mrs. A. B. McKinney and Mr. & Mrs. H. G. Le-Sueur.

Mrs. T. M. Holley spent the holidays in Loxley with Mr. & Mrs. Bob Holley.

Guests during the holidays on Mr. & Mrs. Fred Clark of Maxwell Field, Mr. & Mrs. Ernie Cain and Rex of Troy, Mr. & Mrs. Floyd Phillips and children and Mr. & Mrs. Robert Colquett and family or Opp.

Mr. & Mrs. Murphy Hall and Lloyd of Columbus, Ga. were the guests during the holidays of Mr. & Mrs. Collis Price.

Miss V. H. Hataway of Winter Garden, Fla. died Dec. 22.

Mr. & Mrs. O. C. Brooks and family of Jay, Fla. spent Christmas day with Mrs. Brooks' parents, Mr. & Mrs. J. A. Hall, here.

Greeting Cards for All Occasions
At The Clipper

Maytag

Western Auto Assoc. Store
Foy W. English, Owner

Relieve
Colds
take 666
LIQUID OR TABLETS—SAME FAST RELIEF

Getting
Around
with Mac Brown

George Grim at the Minneapolis Tribune, wrote this about trucks:

"When you blow your horn to pass, the trucker blink then lights if all is clear ahead. When they must stop, they pull far off the road. If they can't you may be sure their flames are burning as a warning. When you stop for coffee and ask the boys how the roads are, they'll tell you without fake or bravado."

"There's no cowboy, no hot-rodders but steady, careful men who want to finish their run in safety. Here's to those truckers... a salute and sympathy."

"Symmetry because they must share the road with far too many drivers of passenger cars that cut in and out, clip you with their headlights, have no tail lights..."

"A flash of my lights to you, now, I'll see you at the next coffee stop!"

Such salute makes me so proud that I hereby make this New Year's resolution: during 1953, I, Mac Brown the truck driver, will be the safest and most courteous driver on Alabama's highways. A flash of my lights to you, Mr. Grim — and to all men of good will."

MOTOR VEHICLE ASSO. OF ALA., Inc.

New
McULLOCH
7-HP Chain Saw

with
Cushioned
Power
weights only 55 lbs.

Model 1-55 great new
McULLOCH
is the
saw in the
line.

Cushioned Power neutralizes
shocks, gives amazing smoothness.
Accessible ignition points, brilliant
clear, full-view transmission, full-power
sawing in any position, quick starting,
many other features.

See it today!

BEASLEY - WILSON
MULE CO.
Ozark, Alabama

ELBA THEATRE Wishes You a Happy New Year

Wednesday, Dec. 31
Montgomery Clift
Elizabeth Taylor
Place in the Sun
Comedy

Thurs-Fri., Jan. 1-2
Carbine Williams
James Stewart
Jean Hagen
News—Cartoon

Saturday, January 3
Kid from Amarillo
Charles Starrett
Smiley Burnett

Program January 1-7



Also Comedy and
New Serial
"INVISIBLE MONSTER"
KILLER SHARK
Roddy McDowell

Sun.-Mon., Jan. 4-5
Red Mountain
Alan Ladd
Elizabeth Scott
Cartoon—News

Detective Story
Kirk Douglas
Eleanor Parker
William Bendix
Comedy

Fish Pond & Vicinity

Health of the vicinity is good with no holiday accidents reported.

Mr. & Mrs. Roe Wambles of Detroit, Mich. visited relatives here.

Mr. & Mrs. Dewey Wambles, River Falls and Mr. & Mrs. Roe Wambles visited their parents at Springhill during the holiday.

Fred Parker and Myra Ann, Lamar attended church and Sunday school at Pine Level Sunday.

Holidays guests of Mr. & Mrs. M. D. Whitaker were Mr. & Mrs. Morris Davis and children, Mr. & Mrs. Norris Davis and Kimmy, Mr. & Mrs. Willie Layton and family, Mrs. Maudie Wambles, Miss Ruby Brooks and Alton Calhoun.

Thursday visitors were Misses Cora and Lorene Willis and Cleone and Malcom. Fred Parker and Myra visited Sunday.

Saturday night guests were Mr. & Mrs. Lloyd Whitaker and family of New Hope and Mr. & Mrs. Q. P. Parris of Phenix City.

Little Beverly Johnson, daughter of Mr. & Mrs. Bryson has improved from an upset stomach.

Mr. & Mrs. Fred Parker and family visited her parents at Springhill Friday.

Mr. & Mrs. Roe Wambles visited his brother, Dewey, in River Falls during his stay here.

Mr. & Mrs. Bryan Johnson and children were the Sunday dinner guests of his mother, Mrs. Ester Johnson of Zion Chapel.

Camera Technique

Gives Film 'Sock'

One of the most difficult spots producer-director William Wyler "Detective Story" playing Wednesday and Thursday at the Elba Theatre, was the cameraman.

Like the hit Broadway play on which it is based, the film focuses much of its attention on the turbulent doings in a Manhattan police station. Frequent, key action is simultaneously staged in the background and foreground of the detective.

quad room, and Wyler needed a lensman who knew how to get both without losing continuity and clarity.

His final choice was veteran cinematographer Lee G. Aronson, who has pioneered some of Hollywood's most brilliant photographic developments. Garmes solved the problem with a depth-of-focus technique that holds foreground and background in sharp relief and heightens the dramatic tension of a sequence.

allowing the action to be shot without interruption. The result is additional sock for a tough cop-drama about a tough cop-cop with a near-fatal hatred of crime.

Greeting Cards for All Occasions
At The Clipper

Roe Wambles and family have returned to Detroit where he will resume work.

Mrs. George Collier caught a bass weighing three and one-half pounds Saturday.

Mrs. Lester Willis visited Mrs. Hattie Cook during the Christmas holidays.

Mr. & Mrs. C. B. Cane of Basin visited Mrs. Hattie Cook last week.

Gib Seymore of Elba was at the pond fishing Monday.

Pic Leon Moore of Ft. Benning, Ga. spent the Christmas holidays with his parents near New Brockton.

Mr. & Mrs. Len Arington and family, Mr. & Mrs. W. L. Cobb and family spent Christmas at their parents, near Newton. The parents are Mr. & Mrs. Ollie Marchman.

Wesley Parker spent the holidays in Albany, Ga.

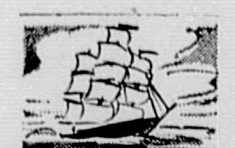
FIRE DAMAGE

IS HELD DOWN

The house belonging to Shelby Morrow and occupied by W. G. Bryan and family in West Elba was slightly damaged by fire Friday morning. During the night someone had turned on a flow of oil in a stove equipped for both oil and wood. Mr. Bryan had discontinued using oil and built a wood fire. The entire room soon became a mass of flames, he said.

A quick run by the fire department was so no avail as the blaze had been put out by a bucket brigade when they got there.

HOG PRICES UP
Hogs brought \$18.90 at Monday's sale at the Livestock Sale which was an advance of nearly two cents over the previous week. It was the highest price paid here in many months.



An Appropriate
Remembrance

A funeral service should be a fitting and appropriate remembrance of the loved one who has passed on.

Hayes Funeral
Home

Authorized funeral directors for Liberty National Family Reserve, Brown Service, Luquire and all cash policies.

DIXIE LAND

DRIVE — In

11 Miles out the Opp-Elba Highway
Admission: 40c

Wednesday-Thursday
Dec 31-January 1
Model and the
Marriage Broker
Jeanne Crain
Scott Brady

Fri.-Sat., Jan. 2-3
Wagon Master
John Ford
Merian Cooper
DOUBLE FEATURE

Strange Bargain
Martha Scott
Jeffrey Lynn

Sun.-Mon., Jan. 4-5
FIRST RUN
It Grows on Trees
Dean Jagger
Irene Dunn
Joan Evans

Tuesday, January 6
Dangerous
Profession
George Raft
Pat O'Brien

VIVA ZAPATHA
Marlon Brando
Jean Peters

CECIL

Drive-In

Highway 84—Muway—Enterprise and New Brockton
PROGRAM FOR THE WEEK

Thurs.-Fri., Jan. 1-2
FIXED BAYONET
Richard Basehart
Gene Evans

Saturday, Jan. 3
Gene Autrey and
the Mounties

Serial: James Bros.
of Missouri

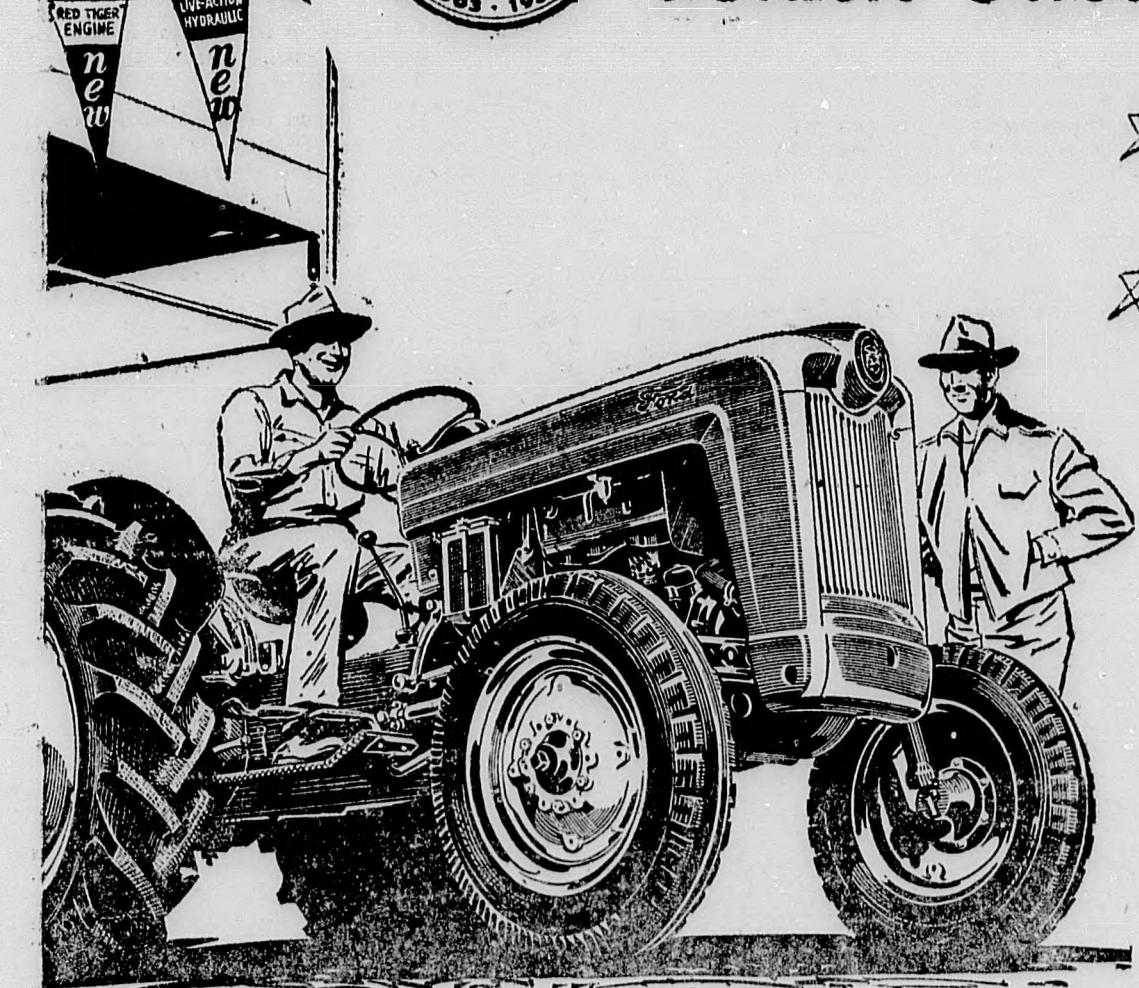
Sun.-Mon., Jan. 4-5
Denver & Rio
Grande
Edmond O'Brien
Sterling Hayden

Tues.-Wed., Jan. 6-7
California
Passage
Forrest Tucker
Adele Mara

Thurs.-Fri., Jan. 8-9
Anne of the Indies
Debra Paget
Jean Peters

IT'S HERE! First Showing of the

NEW **FORD** TRACTOR
Golden Jubilee MODEL



★ MOST ADVANCED Hydraulic
System in any Tractor!
★ EXTRA POWER with New
Overhead Valve Engine!

Yes, it's on display right now, waiting to show you what a really modern tractor can and should be. It's waiting with extra power, extra size, extra weight. It's ready to demonstrate new handling ease, comfort and convenience.

It's eagerly waiting to introduce you to the most advanced hydraulic system in any tractor. We call it Live-Action Hydraulic Control. That means split-second hydraulic response any time the tractor engine is running. Then there's a choice of hydraulic speeds when you want even faster action. It is called Hy-Trol.

This new tractor is waiting with its great new overhead valve Ford "Red Tiger" engine. With its greatly reduced piston travel, lessened friction and other advanced design features, this engine develops ample reserve power with new economy of gas and oil. But it would take a full hour to tell you of all the features and advantages of this new engine—let alone the rest of the tractor.

Most important of all, Ford's Golden Jubilee Model is waiting to show you what it can do—what this great combination of modern advancements and every time-proved Ford Tractor advantage means in more and better work, done more easily and more profitably.

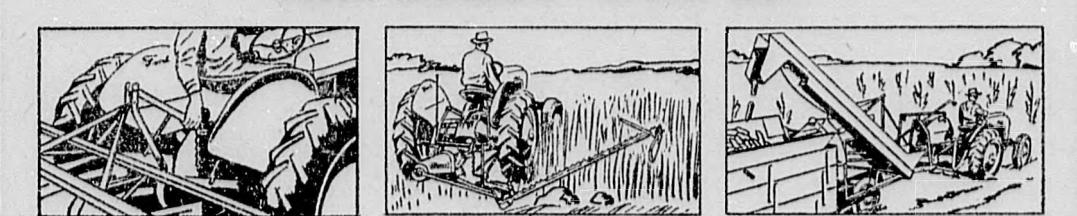
Please don't keep it waiting long! Come in and get all the good news, firsthand. Why not make it today?

YOU'VE NEVER SEEN A TRACTOR
TO MATCH THIS!

Built-in Live-Action Hydraulic System, with Constant Draft Control, Implement Position Control and Manual Touch Control • Provision for complete range of remote hydraulic cylinder* applications • Hy-Trol, for extra fast hydraulic response • New lightning-fast governor • New weatherproofed ignition • New rotating exhaust valves • New live PTO • 3-Point implement hitch • New streamlined, cow-vision hood • New extra-size differential and rear axle gearing • Select-Trol* for hydraulic control of front and rear mounted implements • A lot more!

SEE IT NOW!

See What the New Ford Tractor Means to You in More Work Done
Faster and Easier—At Less Cost!



Attach mounted implements
Fast! Most Deere implements can be attached to the new Ford Tractor in 60 seconds or less. No wrenches, no lifting, no tugging! Time saved in attaching detaching can equal several days per year.

Control implements like never before! Touch the hydraulic control lever and you get split-second response. Lift, lower or adjust implements whenever tractor engine is running. Turn the Hy-Trol knob for even faster hydraulic action.

Step up performance of power take-off driven machines... with new LIVE POWER TAKE-OFF. Stop and start tractor while PTO operation stays under full power. Less slow-down, less clogging, less gear shifting. Increases safety, too.

SO LOW IN PRICE, TOO! Convenient terms available.



Metcalf Tractor Co.



POOR ORIGINAL

BLEED THROUGH

LEGAL NOTICES

NOTICE OF STOCKHOLDERS

The annual meeting of the stockholders of the Elba Exchange Bank, Elba, Alabama, to elect directors and to transact any other business that may come before the meeting, will be held at the office of the bank on Thursday, January 15, 1953, between the hours of six and nine o'clock P. M.

signed, Administratrix of the estate of E. H. Boswell, deceased, will sell to the highest bidder for cash, in front of the Court House door in Elba, Coffee County, Alabama, within the legal hours of sale, on Monday, January 5, 1953, the following described lands of said Estate of E. H. Boswell, deceased, said lands being described as follows: SE 1/4 of SE 1/4, Section 23, and four acres in the Northwest corner of the SW 1/4 of SW 1/4, Section 24, Township 6, Range 19, Coffee County, Alabama.

First Coal Miner Although the American white man first mined coal in Virginia in 1700, the Hopi Indians in New Mexico were using coal to bake their pottery five to six centuries earlier.

Paul E. Cunningham Solange J. Cunningham Business Manager Entered at the post office at Elba, Alabama, as second class matter, under the Act of Congress of March 3, 1879.

Subscription Rates Alabama One Year \$2.00 6 Months \$1.50 3 Months \$1.25 1 Month \$1.00

GET THE CLIPPER READING HABIT Prestone Anti-Freeze Maytag Western Auto Assoc. Store Foy W. English, Owner

BUSINESS DIRECTORY

Laundry Service
★ Damp Wash
★ Rough Dry
★ Finished
All Work Guaranteed
Elba Motor Laundry
Located at
ELBA MOTOR COURT

Fuller's Radio Shop
Years Experience
In Radio Repair Work
Expert Repairs on
—Small Appliances
—Record Players
—Radios
Located in Old Talley Cafe
Elba, Ala.
A complete selection of birthday greeting cards is on display at The Clipper.

Buy, Sell or Rent a HOUSE
SEE
S & S Real Estate
Sam Sawys
Phone 397 or 301

Elba Mercantile Co.
Your General Store
Invites you to
Trade with Them
★ Groceries
★ Hardware
★ Dry Goods
An advertisement in the business directory puts you in front of 1,200 families in this trade territory each week.

DE-STROY
the PROVEN Rat Killer
with WARFARIN
NOW ONLY \$1 per lb.
MONEY-BACK GUARANTEE
Mouse Size 35¢ - 5 lbs. Size \$2.75

TOP-QUALITY REFRESHMENTS
When You Get Them at
JACK'S PLACE
Opp-Elba Highway
"Your Refreshment Center"

Tomorrow's Forgotten Man, Failed to Advertise Today. List Your Business in The Clipper's New Business Directory.

Elba Oil Co.
Cities Service
600 X 16
TIRES
\$12.75
2 Old Tire
Phone 420
J. L. Whitman, Rt. 3, Elba

NEW SHOES
FOR BACK TO SCHOOL
Complete Stock of shoes and boots for all age school boys and girls. Our prices are reasonable—our quality good. See us about shoes for children going back to school.
RUSHING SHOE STORE
EXPERT SHOE REPAIRS
Across from Bus Depot

Elba Oil Co.
CITIES SERVICE PRODUCTS
Ideal Dress Shop
FEATURING
Junior & Half-Size
DRESSES
Barbizon Underwear Line
Phone 315

Elba Oil Co.
CITIES SERVICE PRODUCTS
Mummers' Parade Is Big New Year Event For Philadelphians
The big event for Philadelphia on New Year's is the annual Mummers' parade.

L&L SHOPPE
Flowers for All Occasions
Ladies Ready-to-Wear
Infant & Gift Departments
Phone 243
214 S. Main St.

REEVE'S Furniture Co.
Phone 365 West Elba
● Beds
● Built-to-order Furniture
● Furniture Repairs

JITNEY-JUNGLE
Joy and peace are hard to measure
Not at all like buried treasure
To "get rich quick" is hard to do
And not for folks like me and you.
Prosperity earned by hard endeavor
Brings security that lasts forever.
Happy New Year

THE ELBA CLIPPER

Established in June, 1896
PUBLISHED EVERY THURSDAY

Subscription Rates Alabama One Year \$2.00 6 Months \$1.50 3 Months \$1.25 1 Month \$1.00

GET THE CLIPPER READING HABIT Prestone Anti-Freeze Maytag Western Auto Assoc. Store Foy W. English, Owner



Open the door to this old fashioned miss Who's stopping in to tell you this... We're wishing for you in '53 A year as happy as it can be.

Elba Oil Co.
CITIES SERVICE PRODUCTS
Ideal Dress Shop
FEATURING
Junior & Half-Size
DRESSES
Barbizon Underwear Line
Phone 315

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And not for folks like me and you.
Prosperity earned by hard endeavor
Brings security that lasts forever.
Happy New Year

SPEED QUEEN

Lindsey-Thomason
Lindsey-Thomason



I'm just a little feller but here's a big wish especially for you... Happy New Year

HAM & MARSH
INSURANCE AGENTS
City Hall Building
Phone 272

IDEAL DRESS SHOP
Mrs. P. G. Mathis, Owner

IDEAL DRESS SHOP
Mrs. P. G. Mathis, Owner

IDEAL DRESS SHOP
Mrs. P. G. Mathis, Owner

IDEAL DRESS SHOP
Mrs. P. G. Mathis, Owner

IDEAL DRESS SHOP
Mrs. P. G. Mathis, Owner

Elba High School News

BY CELIA ENGLISH
High School Editor

(For week of Dec. 15) Misses Clair Watson and Jeanette Little of Troy spent the weekend with Celia English and Mary Ann Clark.

Friday night Celia English and Mary Ann Clark entertained with a spend-the-night party at the home of Celia English.

Present were Bobby Folsom, Leon Brunson, Charles Ellis, Jack Perry, Owen Ziglar, Billy Poole, Andy Kimmy, Bill Byzelton, Paul Miles, Jimmy Bowdoin, Donnie Morrow, Richard

Thanks friends for your wonderful patronage in the past. We have sincerely appreciated your business and we are making every effort to serve you even better in 1953.

SOUTHERN BENEFIT LIFE INSURANCE CO.
ELBA
SOUTHERN FUNERAL HOMES, Inc.
OPP 29 ELBA 276

IDEAL DRESS SHOP
Mrs. P. G. Mathis, Owner

IDEAL DRESS SHOP
Mrs. P. G. Mathis, Owner

IDEAL DRESS SHOP
Mrs. P. G. Mathis, Owner

37 Years Ago in Elba

By C. B. McDowell

Elba was visited by a disastrous fire Wednesday morning about 1:30 o'clock when the big mercantile and hardware establishment of Morrow Mercantile Company was totally destroyed.

The fire originated in the furniture and storage room on the second floor and the flames spread rapidly, soon covering the entire second floor and roof. The fire department responded promptly and four streams of water were played on the fire but on account of the danger of falling walls, the flames could not be checked.

The election on the proposed constitutional amendment giving Birmingham the right to change its tax rate, held in the county yesterday, passed off in a quiet manner with little interest being shown, with a light vote. At Elba only 10 votes were cast, 98 being against and 17 for it. It is estimated the amendment

was overwhelmingly defeated, although returns are slow in coming in because of bad weather. Between 300 and 400 votes were cast in Coffee County.

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SPEED QUEEN

LINDSEY-THOMASON
Furniture Company



1952 is past
'53 is here at last
Here's a greeting not to new
A very Happy New Year
to you.

ELBA DRUG
"Your Rexall Store"

Easy Pay Tire Store

Easy Pay Tire Store

Easy Pay Tire Store

Easy Pay Tire Store

Easy Pay Tire Store

POOR ORIGINAL

BLEED THROUGH

